

HIGHLY CONFIDENTIAL

Figure 88. Extension of Israel Report, Table 16, for AdX and exchanges participating in open bidding on GAM, worldwide (2022)

Exchange	Spending (\$ millions)	Impressions (billions)	Ratio of AdX spending to other exchange spending	Ratio of AdX impressions to other exchange spending
AdX (non-OB)	\$7,296.4	6,470.0	1.0	1.0
	\$129.8	107.6	56.2	60.1
	\$123.3	135.3	59.2	47.8
	\$122.1	90.5	59.8	71.5
	\$75.9	92.7	96.1	69.8
	\$59.7	42.3	122.3	153.1
	\$59.1	42.3	123.5	153.1
	\$41.1	43.0	177.4	150.5
	\$33.2	16.4	220.1	395.4
	\$23.0	26.3	317.5	245.8
	\$19.2	20.6	379.2	313.5
	\$18.8	12.7	389.0	509.6
	\$18.5	17.9	395.1	360.6
	\$13.9	5.3	524.3	1215.9
	\$13.1	6.0	556.7	1076.4
All others	\$31.6	25.8	230.8	251.0
All non-Google	\$782.2	684.7	9.3	9.4

Source: Google AdX/Open Bidding data (DOJ RFP 7).

Note: "AdX (non-OB)" in this figure consists of all the spending from non-Google authorized advertiser buying tools in Israel's data, as well as Google Ads and DV360. Buying tools with less than \$10 million in spend were grouped into "All others."